

Join our U.S. Department of Commerce
HEALTHCARE EQUIPMENT, SERVICES, AND TECHNOLOGIES
TRADE MISSION TO EGYPT, JORDAN, AND ISRAEL
WEST BANK optional
MAY 16 – 21, 2015

The United States Department of Commerce (USDOC), International Trade Administration, is organizing a healthcare equipment, services, and technologies business development mission to Egypt, Jordan and Israel, with an optional stop in the West Bank, taking place May 16–21, 2015. Ken Hyatt, the Deputy Under Secretary of the USDOC International Trade Administration, will lead the mission giving participants a higher level of access to government officials and decision makers.

The purpose of the mission is to introduce representatives from U.S. firms and related trade associations to the region and to promote exports of U.S. healthcare products and services. Delegates will receive market briefings and participate in customized meetings with prospective partners. Companies may also participate in a stop in the West Bank city of Ramallah at an additional cost.

Targeted sectors include:

- Maternal and child health needs
- Medical equipment and supplies, including diagnostic, monitoring, and imaging equipment
- Hospital and outpatient clinic design
- Hospital management
- E-health: healthcare management systems/software/network design
- Laboratory and scientific equipment
- Specialty areas such as oncology, cardiology, wound care, and plastic surgery
- Products and services for implementing quality standards and accreditation
- Robotics
- Mobile clinics
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Why Join the Mission?

To gain greater access to the Egypt, Jordan, and Israel markets by receiving:

- o Access to government decision makers
- o One-on-one appointments with business contacts, including potential agents, distributors, and partners.
- o First-hand market information on the healthcare-related environment in the region to help arm your company with the ability to sustain and expand business in the region

Governments across the Middle East and North Africa are increasingly aware that continual expansion and upgrading of healthcare systems are needed to meet the growing demand of the fast-growing population. The healthcare equipment, services, and technologies sector is one of the fastest growing sectors in Egypt and Jordan, where healthcare expenditure and demand are driven by demographic factors such as population growth and increased life expectancy, as well as higher literacy, an increasing prevalence of lifestyle-related diseases, increased aspirations for better quality healthcare services, greater availability of health insurance, and rising income

levels. Israel offers a particularly technologically advanced setting for U.S. companies, with opportunities in both the public and private sectors.

The region's healthcare spending in 2013 was as follows: Egypt \$9.5 billion, Jordan \$1 billion and Israel \$20 billion. The current state of healthcare infrastructure in the region is not adequate to satisfy existing demand. The healthcare equipment, services, and technologies expansion in the region is expected to grow at an annual rate of 5 - 8% in 2014. The region's objectives to upgrade healthcare will require purchases of medical equipment/services and renovation of existing hospitals/clinics. Over the next few years, the private sector will play a big role in further realizing the potential in healthcare projects throughout North Africa and the Levant. U.S. companies will benefit from exploring the market at early stages and introducing their advanced technologies.

Fee to join the trade mission:

- \$3,325 for small or medium-sized enterprise (SME) or trade association/organization with fewer than 500 employees
- \$4,625 for large firms
- \$1,000 for each additional firm representative
- West Bank optional meetings is in addition to the mission participation fee above, at \$750 per SME and \$2,300 per large firm
- Expenses for travel, lodging, some meals and incidentals will be the responsibility of each mission participant.

Contact:

Tricia Molinaro

Senior International Trade Specialist

U.S. Department of Commerce | International Trade Administration

973.645.4682 ext. 212 | Patricia.Molinaro@trade.gov